



## **Downtown Center Business Improvement District**

### **BOARD OF DIRECTORS MEETING MINUTES**

**November 3, 2010**

#### **Board of Directors**

Eric Bender (via conference call), Barbara Bundy, Robert Cushman, David Damus (via conference call), Kathy Faulk, Kent Handleman (via conference call), Steve Hathaway, Anne Peaks, Peklar Pilavjian, Carol E. Schatz, Patrick Spillane, Daniel B. Swartz, Cindy Troesh, Cari Wolk, Josh Wrobel, Peter Zen

#### **Absent**

Sonny Astani, Frank Frallicciardi, Robert Hanasab, Sandy Nam, Colin Shepherd, Susann Ventzke

#### **Staff**

Hal Bastian, Reid Dabney, Jacob Holloway, Connie Hwang, Aleeza Miller, Ken Nakano, Hollie Palmer, Alexander Stettinski, Justin Weiss

#### **CALL TO ORDER**

Spillane called the meeting to order at 8:07 a.m. with a quorum.

#### **PROPERTY OWNER/PUBLIC COMMENT PERIOD ON AGENDA ITEMS**

Spillane opened the meeting to the public for comments, in which there were none.

#### **ELECTION OF NEW BOARD MEMBERS**

Schatz introduced the two nominees for the DCBID Board:

Eric Bender, Vice President of Asset Management for Downtown Properties  
Cindy Troesh, Director of Asset Management for Watermarke Properties Inc.

A motion was made, seconded, and approved to elect the nominees to the DCBID Board.

#### **APPROVAL OF MINUTES**

A motion was made, seconded, and approved to accept the minutes from the Board meeting and retreat on September 14, 2010.

## **APPROVAL OF 2011 MEETING DATES**

A motion was made, seconded, and approved to have bi-monthly meetings in 2011.

## **PRESIDENT'S REPORT**

Schatz reported:

The Public Safety Appreciation BBQ had approximately 1800 attendees and raised \$9,900. Schatz thanked Robert Cushman and Brookfield Properties for the use of the venue.

The 3<sup>rd</sup> Annual Halloween Party for Downtown Los Angeles kids was very successful, with RSVPs received from 978 adults and 852 children. The actual attendees were estimated at 1600 total. Schatz thanked Barbara Bundy and FIDM for use of the venue and for the decorations, and expressed her appreciation for the food donated by Ralphs.

Schatz introduced Reid Dabney, who is the interim CFO for the DCBID, following the departure of Michael Clark.

The 8<sup>th</sup> Annual Downtown Los Angeles Program & Tour will be held on November 16, 2010. The event is fully subscribed, with 417 people signed up.

After the DCBID Board expressed interest in assisting with Art Walk at the retreat, the DCBID will be picking up additional costs for security for Art Walk through the end of the year through the existing budget. Peklar Pilavjian will be on the Art Walk Board.

The DCBID will continue providing security services for the Historic Downtown BID.

Steve Handleman raised the issue of weekend events that conflict with business accessibility. Schatz will communicate with the Council office to see what can be done about advance notice or coordination to avoid disruptions.

## **COMMITTEE REPORTS (abbreviated due to presentation)**

### **FINANCE**

A motion to approve the August 31, 2010 financial statements was made, seconded, and approved.

### **ECONOMIC DEVELOPMENT**

Bastian reported:

7<sup>th</sup> Street retail recruitment is ongoing. The Economic Development Department is involved with the International Council of Shopping Centers (ICSC) and is generating leads through the ICSC.

Justin Weiss reported that The Bicos Group is meeting directly with the Department of Recreation & Parks to discuss opening a café at Pershing Square.

Housing tours continue to be oversubscribed and standing room only.

### **MARKETING**

Stettinski reported:

The 11<sup>th</sup> Annual Public Safety Appreciation Barbeque was held on Friday, October 29, at the plaza on 7+FIG. Coca-Cola and Jarritos also sponsored the event, so all beverages were donated, along with staff to pass them out.

The 2010 Holiday Top Ten campaign is being prepared. Donations worth over \$5,000 have been received from hotels, restaurants and cultural institutions to be given away as promotional packages on all eight ClearChannel stations.

A "Shopping Trek" has been developed with a the Scavenger app for unique shopping experiences. In order to receive the reward, the user must fulfill the challenge. Once the user completes all eight challenges, the user is entered in a drawing for a 2-night stay at the Millennium Biltmore Hotel, along with tea and dinner for two.

The DCBID partnered with LA Inc. to promote the dineLA campaign, which was very successful.

The Downtown Guides have been very busy passing out collateral. The print volume for the directory will now be increased to 300,000.

The Marketing Roundtable has increased to approximately 70 attendees every month. This meeting is an opportunity for people to share ideas about how to market businesses in Downtown.

## **OPERATIONS**

Nakano reported:

Quality of life incidents and misdemeanors, including petty theft, remain issues along the 7<sup>th</sup> Street and Hill Street corridors. The Safety team is refocusing deployment on those streets with increased foot and bicycle patrols during peak hours.

The DCBID is working with LAHSA and its Emergency Response Team to give service options to the chronically homeless.

We have been working with the LAPD on the 4<sup>th</sup> and 5<sup>th</sup> Street Metro Station regarding public intoxication and other quality of life issues. We are documenting all activities in anticipation of our meeting with the Los Angeles County Sheriffs so that we can request more vigilance on properties that they are responsible for.

Maintenance completed a special project along the 3<sup>rd</sup> and Flower/Hope Street median to remove weeds, trash and other debris. We have been assured that the City will maintain this area going forward.

### **Action Items:**

- Purchase of new lockers to replace outdated and broken lockers.
  - Total expense is approximately \$9,000.
  - This expense was budgeted for under the move to the new Service Center.
  - A motion was made, seconded, and approved to purchase the new lockers.
- Purchase of two vehicles.
  - The budget allowed for the purchase of one vehicle this year and one next year.
  - The maintenance for the current vehicles is very costly.
  - It has been recommended to move up the capital expenditures to this year, and a better deal can be made if the two purchases are made together.
  - The expense is approximately \$60,000 for both vehicles.
  - A motion was made, seconded and approved to purchase the two vehicles.
- Purchase of 15 bicycles.
  - Out of the 30 bicycles on the fleet, 15 are coming to term, which is 5-6 years.
  - The maintenance is beginning to get costly.
  - The expense is approximately \$19,000.
  - A motion was made, seconded and approved to purchase 15 bicycles.

## **2011 PROPOSED BUDGET**

The 2011 proposed budget was presented to the Board members by department. Each department presented a summary of its goals and key programs for 2011 as well as a comparison with previous years' spending.

Schatz will not recommend for an increase in property assessments until the DCBID comes up for renewal, therefore revenues are expected to remain the same.

After a discussion of the proposed budget plan, a motion was made, seconded and approved to accept the proposed 2011 budget, which assumes a 3% salary increase for all DCBID employees and the restoration of the bonus pool to 2009 levels.

**OLD BUSINESS**

No old business was brought up.

**NEW BUSINESS**

No new business was brought up.

**ADJOURNMENT**

The meeting was adjourned at 9:24 a.m.